



DALE'S

Self-Service Dept. Store

...SAYS: THAT We Apologize!

Sorry We Couldn't Take Care of the Trade WE ARE CONTINUING

NO LIMIT ON ANY

LADIES' HIGH QUALITY
BETTER EASTER
Dresses
Newest Styles
Including chemise and full flares.
Latest fabrics and colors
Many mfgs. samples
The outstanding buy of the year
VALUES TO \$22.95

GRAND OPENING SPECIAL
\$5.99
All Sizes




Ladies' Drip-dry
Crispy Cotton
DRESSES
Princess Peggy and
other name brands.
Newest Fashions

2 for \$5
Reg. \$3.98
Sizes 7-15, 10-20, 14 1/2-22, 49-51
Asst. styles, prints and
novelty fabrics
\$2.79 ea.

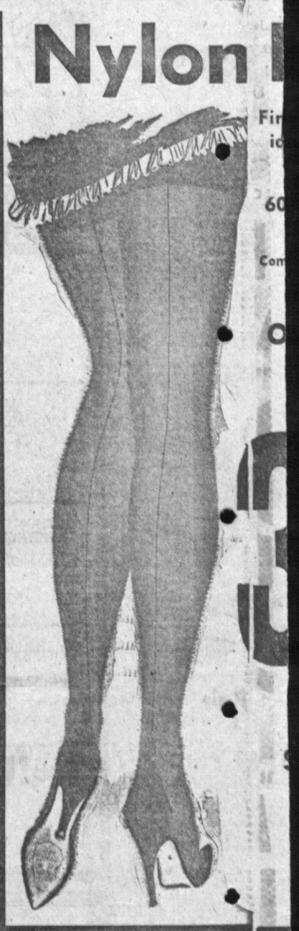


LADIES' PINWALE
CORDUROY and
POLISHED COTTON
Capris
Styled by leading California man-
ufacturer.
10 colors to choose from.
Values to \$3.98
Sizes 8-18

\$3.39




Nylon



LADIES' BLOUSES
Woven Stripes! Solids!
White and Prints!
Dale's brings them to you with Ivy Col-
lars, V-neck Collars in textured cotton
broadcloths, woven combed cottons.
There are stripes that shout, pastels, all
tailored with roll-up sleeves! Sizes 32-38.
Values to \$1.98

88c



Ladies' 2-Piece
CAPRI SETS **\$2.88**
Novelty print blouse with polished cotton capris
in matching set. Sizes 10-16. Reg. \$6.98.
GRAND OPENING SPECIAL!

LADIES'
CAN-CANS **\$1.00**
100% nylon with lacy trim. Values never seen for
less than \$2.49.
OUR OPENING SPECIAL



LADIES' NEW EASTER
BLOUSES **\$1.66**
Many styles, all new, 1958
fabrics. Styles and colors
made by leading Cali-
fornia mfgs. to sell for
\$2.98.
Our Opening
Special



GRAND OPENING SPECIAL
Ladies' Skirts
Assorted Cotton Prints and Linens. Full sweeps
and tailored styles. Sizes 10-20.
Reg. \$4.98
OUR LOW, LOW PRICE
\$2.77



LADIES'
**COTTON
DUSTERS**
Seersuckers. Asst. prints
and solids. Sizes 10-20.
Reg. \$2.98.
Our Opening
Special!
\$1



LADIES'
Colorful 2-Piece Everglaze
DRESSES
Our Opening Price
Sizes 10-18
Reg. \$10.98
\$5



LADIES'
BERMUDA SHORTS
Hi-Lo Cords. Polished cotton and plaid fabrics. Sizes
10-18. Asst. colors.
Made to sell for \$3.98
NOW... **\$1.39**



BOYS'
Broadcloth and Co
Sports
19c
Regular 39c
Sizes 2, 4, 6, 8, 10, 12
Soft Broadcloth (Sanforized) in
colorful prints. Backs of fine cot-
ton knit. Leg bands reinforced
with nylon. Elastic top, 1-in. width.



Children's New Easter
DRESSES
Washable. Drip dry. Deep hems.
Wide skirts. Whole assortment of
patterns and pastels. Top mill cot-
tons and nylon.
See these Thursday
Starting March 27
\$1.77-
\$2.77
Sizes 1-6x — Sizes 7-14
One Time Buy
FREE!
BAG, BELT &
FANCY PIN
WITH DRESS
PURCHASE



LADIES' PANTIES
Nylonized two bar tricot Hollywood
briefs. Asst. sizes, s-m-l. Asst. colors.
Opening specials.
No Limit
20c
Pair
Ladies'
Girdles
& Panty Girdles
These were
made to sell
for \$1.98.
Sizes s-m-l. **50c**



Ladies'
HALF SLIPS
Nylonized with
nylon lace trim.
Sizes s-m-l. Asst.
colors.
59c
2 for \$1.00



LADIES'
EASTER SWEATERS
Lowest Price. Ever! Top Quality
Orlons!
Mock fashioned, long
sleeve cardigan, hi-bulk
orlon in classic styling.
Hand washable. Special
group of novelty Helanca
nylon stretch slip-ons.
\$1.99
Reg. \$3.98
Slipons to Match **\$1.59**



OPENING SPI
Men's
First Quality
Rein-
of Str
Neve
Lo
S
\$1



GIRLS' NYLON & COTTON
BOUFFANT
FULL SLIPS
An outstanding
value at \$1.49.
Nylon lace trim.
Most wanted
fabrics and
styling. Sizes
4-14.
88c



GIRLS' 2-PIECE COTTON
PLAYSUITS
Hi Styled Cotton Shorts with
Matching Tops
Buy of a lifetime.
Sizes 3-6x. Same
and similar
styles. Sizes 7-14.
Reg. \$3.98.
\$1.66



Girls' Can-Cans
100% nylons to wear with your
new outfit. These are the cutest
yet.
Reg. \$3.98 Value
\$1.77



Infants' Biballs and
COVERALLS
Polished Cottons and Assted. Gabs
With Snap
Buttons
Sizes 1-6x
Asst. Colors
Values to \$1.98
99c



GIRLS'
Pedal Pushers
Novelty fabrics. Asst. prints. Sizes
2-6x.
Reg. \$1.49 ea.
2 for \$1.00
59c
\$1

